

BOOTH SCOTT
Form 3
February 23, 2012

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *

BOOTH SCOTT
(Last) (First) (Middle)

2. Date of Event Requiring Statement

(Month/Day/Year)
02/23/2012

3. Issuer Name and Ticker or Trading Symbol
Bazaarvoice Inc [BV]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original Filed(Month/Day/Year)

(Check all applicable)

Director 10% Owner
 Officer Other
(give title below) (specify below)

C/O EASTERN ADVISORS, 101 PARK AVENUE, 33RD FLOOR

(Street)

NEW YORK, NY 10178

(City) (State) (Zip)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)

2. Amount of Securities Beneficially Owned (Instr. 4)

3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)

4. Nature of Indirect Beneficial Ownership (Instr. 5)

Common Stock	474,588	I <u>(1)</u> <u>(2)</u>	By EA Private Investments, LLC Liquidating Trust, Eastern Advisors Capital Group, LLC, Trustee <u>(1)</u> <u>(2)</u>
Common Stock	31,643	I <u>(1)</u> <u>(3)</u>	By Eastern Advisors Private Equity Fund, LP <u>(1)</u> <u>(3)</u>
Common Stock	52,060	I <u>(1)</u> <u>(4)</u>	By Eastern Advisors Private Equity Fund QP, LP <u>(1)</u> <u>(4)</u>
Common Stock	2,618,631	I <u>(1)</u> <u>(5)</u>	By EA Private Investments, LLC <u>(1)</u> <u>(5)</u>

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Series A Preferred Stock	Â (6)	Â (6)	Common Stock	19,135	\$ (6)	I (1) (2)	By EA Private Investments, LLC Liquidating Trust, Eastern Advisors Capital Group, LLC, Trustee (1) (2)
Series B Preferred Stock	Â (7)	Â (7)	Common Stock	3,407	\$ (7)	I (1) (2)	By EA Private Investments, LLC Liquidating Trust, Eastern Advisors Capital Group, LLC, Trustee (1) (2)
Series C Preferred Stock	Â (8)	Â (8)	Common Stock	1,986	\$ (8)	I (1) (2)	By EA Private Investments, LLC Liquidating Trust, Eastern Advisors Capital Group, LLC, Trustee (1) (2)
Series D Preferred Stock	Â (9)	Â (9)	Common Stock	139,615	\$ (9)	I (1) (2)	By EA Private Investments, LLC Liquidating Trust, Eastern Advisors Capital Group, LLC, Trustee (1) (2)
Series E Preferred Stock	Â (10)	Â (10)	Common Stock	116,119	\$ (10)	I (1) (2)	By EA Private Investments, LLC Liquidating Trust, Eastern Advisors Capital Group, LLC, Trustee (1) (2)
Series A Preferred Stock	Â (6)	Â (6)	Common Stock	11,341	\$ (6)	I (1) (3)	By Eastern Advisors Private Equity Fund, LP (1) (3)

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Series A Preferred Stock	Â (6)	Â (6)	Common Stock	18,659	\$ (6)	I (1) (4)	By Eastern Advisors Private Equity Fund QP, LP (1) (4)
Series A Preferred Stock	Â (6)	Â (6)	Common Stock	149,113	\$ (6)	I (1) (5)	By EA Private Investments, LLC (1) (5)
Series B Preferred Stock	Â (7)	Â (7)	Common Stock	17,908	\$ (7)	I (1) (5)	By EA Private Investments, LLC (1) (5)
Series C Preferred Stock	Â (8)	Â (8)	Common Stock	10,437	\$ (8)	I (1) (5)	By EA Private Investments, LLC (1) (5)
Series D Preferred Stock	Â (9)	Â (9)	Common Stock	817,515	\$ (9)	I (1) (5)	By EA Private Investments, LLC (1) (5)
Series E Preferred Stock	Â (10)	Â (10)	Common Stock	610,273	\$ (10)	I (1) (5)	By EA Private Investments, LLC (1) (5)
Series A Preferred Stock	Â (6)	Â (6)	Common Stock	56,635	\$ (6)	I (1) (11)	By EAPE Holdings, LLC (1) (11)
Series A Preferred Stock	Â (6)	Â (6)	Common Stock	93,180	\$ (6)	I (1) (12)	By EAPEQ Holdings, LLC (1) (12)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BOOTH SCOTT C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178	Â	Â X	Â	Â
Eastern Advisors Capital Group LLC C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178	Â	Â X	Â	Â
EA Private Investments, LLC Liquidating Trust C/O EASTERN ADVISORS 101 PARK AVENUE, 33RD FLOOR NEW YORK, NY 10178	Â	Â X	Â	Â
EA Private Investments, LLC C/O EASTERN ADVISORS	Â	Â X	Â	Â

101 PARK AVENUE, 33RD FLOOR
NEW YORK, NY 10178

EAGP Advisors, LLC

C/O EASTERN ADVISORS

101 PARK AVENUE, 33RD FLOOR
NEW YORK, NY 10178

^ ^ X ^ ^

EA Private Fund GP, LP

C/O EASTERN ADVISORS

101 PARK AVENUE, 33RD FLOOR
NEW YORK, NY 10178

^ ^ X ^ ^

Eastern Advisors Private Equity Fund, LP

C/O EASTERN ADVISORS

101 PARK AVENUE, 33RD FLOOR
NEW YORK, NY 10178

^ ^ X ^ ^

Eastern Advisors Private Equity Fund QP, LP

C/O EASTERN ADVISORS

101 PARK AVENUE, 33RD FLOOR
NEW YORK, NY 10178

^ ^ X ^ ^

EAPE Holdings, LLC

C/O EASTERN ADVISORS

101 PARK AVENUE, 33RD FLOOR
NEW YORK, NY 10178

^ ^ X ^ ^

EAPEQ Holdings, LLC

C/O EASTERN ADVISORS

101 PARK AVENUE, 33RD FLOOR
NEW YORK, NY 10178

^ ^ X ^ ^

Signatures

/s/ Scott Booth

02/23/2012

__Signature of Reporting Person

Date

/s/ Scott Booth, managing member of Eastern Advisors Capital Group, LLC

02/23/2012

__Signature of Reporting Person

Date

/s/ Scott Booth, managing member of Eastern Advisors Capital Group, LLC, trustee of EA Private Investments, LLC Liquidating Trust

02/23/2012

__Signature of Reporting Person

Date

/s/ Scott Booth, managing member of Eastern Advisors Capital Group, LLC, manager of EA Private Investments, LLC

02/23/2012

__Signature of Reporting Person

Date

/s/ Scott Booth, managing member of EAGP Advisors LLC

02/23/2012

__Signature of Reporting Person

Date

/s/ Scott Booth, managing member of EAGP Advisors LLC, general partner of EA Private Fund GP, LP

02/23/2012

__Signature of Reporting Person

Date

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/s/ Scott Booth, managing member of EAGP Advisors LLC, general partner of EA Private Fund GP, LP, general partner of Eastern Advisors Private Equity Fund, LP	02/23/2012
__Signature of Reporting Person	Date
/s/ Scott Booth, managing member of EAGP Advisors LLC, general partner of EA Private Fund GP, LP, general partner of Eastern Advisors Private Equity Fund QP, LP	02/23/2012
__Signature of Reporting Person	Date
/s/ Scott Booth, managing member of EAGP Advisors LLC, general partner of EA Private Fund GP, LP, general partner of Eastern Advisors Private Equity Fund, LP, managing member of EAPE Holdings, LLC	02/23/2012
__Signature of Reporting Person	Date
/s/ Scott Booth, managing member of EAGP Advisors LLC, general partner of EA Private Fund GP, LP, general partner of Eastern Advisors Private Equity Fund QP, LP, managing member of EAPEQ Holdings, LLC	02/23/2012
__Signature of Reporting Person	Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
 - ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Each Reporting Person disclaims beneficial ownership of the reported securities except to the extent of any pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission that such Reporting Person is the beneficial owner of these securities for purposes of Section 16 or for any other purpose.
- (2) The reported securities are directly owned by EA Private Investments, LLC Liquidating Trust ("EA Trust"). Eastern Advisors Capital Group, LLC is the trustee of EA Trust. Scott Booth is the managing member of Eastern Advisors Capital Group, LLC and has voting and dispositive power over the shares held by EA Trust. Eastern Advisors Capital Group, LLC and Scott Booth receive no compensation from EA Trust and, therefore, have no pecuniary interest in such securities other than any direct or indirect investments in EA Trust.
- (3) The reported securities are directly owned by Eastern Advisors Private Equity Fund, LP ("LP Fund"). EA Private Fund GP, LP, as general partner of LP Fund, EAGP Advisors LLC, as the general partner of EA Private Fund GP, LP, and Scott Booth may be deemed to have an indirect pecuniary interest in such securities due to the performance-based allocation from LP Fund and any direct or indirect partnership interests in LP Fund. Eastern Advisors Capital Group, LLC, as investment manager to LP Fund, receives an asset-based management fee from LP Fund and, therefore, has no pecuniary interest therein other than any direct or indirect partner interests in LP Fund. Scott Booth is the managing member of each of Eastern Advisors Capital Group, LLC and EAGP Advisors LLC and has voting and dispositive power over the shares held by LP Fund.
- (4) The reported securities are directly owned by Eastern Advisors Private Equity Fund QP, LP ("QP Fund"). EA Private Fund GP, LP, as general partner of QP Fund, EAGP Advisors LLC, as the general partner of EA Private Fund GP, LP, and Scott Booth may be deemed to have an indirect pecuniary interest in such securities due to the performance-based allocation from QP Fund and any direct or indirect partnership interests in QP Fund. Eastern Advisors Capital Group, LLC, as investment manager to QP Fund, receives an asset-based management fee from QP Fund and, therefore, has no pecuniary interest therein other than any direct or indirect partner interests in QP Fund. Scott Booth is the managing member of each of Eastern Advisors Capital Group, LLC and EAGP Advisors LLC and has voting and dispositive power over the shares held by QP Fund.
- (5) The reported securities are directly owned by EA Private Investments, LLC ("Private Investments"). Eastern Advisors Capital Group, LLC is the manager of Private Investments. Scott Booth is the managing member of Eastern Advisors Capital Group, LLC and has voting and dispositive power over the shares held by Private Investments. Eastern Advisors Capital Group, LLC, as manager to Private Investments, receives an asset-based management fee from Private Investments and, therefore, has no pecuniary interest in the securities held by Private Investments. Scott Booth has no pecuniary interest in the securities held by Private Investments for being the managing member of Eastern Advisors Capital Group, LLC, but has a pecuniary interest in the securities held by Private Investments due to a performance based allocation paid by Private Investments to EAPI Advisors LLC, an entity in which he has an investment and any direct or indirect investment in Private Investments.
- (6) The Series A Preferred Stock is convertible into Common Stock on a one-for-one basis at any time and has no expiration date. The Series A Preferred Stock will automatically convert into Common Stock immediately prior to the closing of the Issuer's initial public offering.

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- (7) The Series B Preferred Stock is convertible into Common Stock on a one-for-one basis at any time and has no expiration date. The Series B Preferred Stock will automatically convert into Common Stock immediately prior to the closing of the Issuer's initial public offering.
- (8) The Series C Preferred Stock is convertible into Common Stock on a one-for-one basis at any time and has no expiration date. The Series C Preferred Stock will automatically convert into Common Stock immediately prior to the closing of the Issuer's initial public offering.
- (9) The Series D Preferred Stock is convertible into Common Stock on a one-for-one basis at any time and has no expiration date. The Series D Preferred Stock will automatically convert into Common Stock immediately prior to the closing of the Issuer's initial public offering.
- (10) The Series E Preferred Stock is convertible into Common Stock on a one-for-one basis at any time and has no expiration date. The Series E Preferred Stock will automatically convert into Common Stock immediately prior to the closing of the Issuer's initial public offering.

- (11) The reported securities are directly owned by EAPE Holdings, LLC ("EAPE"). Eastern Advisors Capital Group, LLC is the investment manager of LP Fund, which is the managing member of EAPE. EAGP Advisors LLC is the general partner of EA Private Fund GP, LP, which is the general partner of LP Fund, which is the managing member of EAPE. Scott Booth is the managing member of each of Eastern Advisors Capital Group, LLC and EAGP Advisors LLC and has voting and dispositive power over the shares held by EAPE. None of Scott Booth, EAGP Advisors LLC, EA Private Fund GP, LP, LP Fund or Eastern Advisors Capital Group, LLC receives compensation from EAPE. LP Fund has a pecuniary interest in such securities held by EAPE due to its member interest in EAPE. EA Private Fund GP, LP, EAGP Advisors LLC and Scott Booth may be deemed to have an indirect pecuniary interest in such securities due to the performance-based allocation from LP Fund and any direct or indirect interest in EAPE.

- (12) The reported securities are directly owned by EAPEQ Holdings, LLC ("EAPEQ"). Eastern Advisors Capital Group, LLC is the investment manager of QP Fund, which is the managing member of EAPEQ. EAGP Advisors LLC is the general partner of EA Private Fund GP, LP, which is the general partner of QP Fund, which is the managing member of EAPEQ. Scott Booth is the managing member of each of Eastern Advisors Capital Group, LLC and EAGP Advisors LLC and has voting and dispositive power over the shares held by EAPEQ. None of Scott Booth, EAGP Advisors LLC, EA Private Fund GP, LP, QP Fund or Eastern Advisors Capital Group, LLC receives compensation from EAPEQ. QP Fund has a pecuniary interest in such securities held by EAPEQ due to its member interest in EAPEQ. EA Private Fund GP, LP, EAGP Advisors LLC and Scott Booth may be deemed to have an indirect pecuniary interest in such securities due to the performance-based allocation from QP Fund and any direct or indirect interest in EAPEQ.

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Remarks:

The Reporting Persons may be deemed to be a Rule 13d-5 group with beneficial ownership of securities registered under Section 12 of the Exchange Act.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.